STERLING

RETAIL SUPPORT

PREBOOKING ALLOWANCE

• 50¢ per carton for product authorized on automatic shipment to Retail:
- Display required

INTRODUCTORY SUPPORT

• Buy-One-Get-One-Free pack coupons applicable to all styles
• Ongoing carton and pack coupons/VPR's to ensure price parity to other savings entries
• Extensive media support

51843 9603

WE APPRECIATE YOUR BUSINESS!

R.J. Reynolds Tobacco Company

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PTD IN USA 184879

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